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From: "Matthew Liu" <matthewliu@google.com>
CC: bhavesh@google.com, "Rohit Dhawan" <rohit@google.com>, "Chris Beckmann" <beckmann@google.com>, "Shashi Sethi" <shashis@google.com>, "Shiva Rajaraman" <shivar@google.com>, "Jeff Mayo (jmayo)" <jmayo@google.com>, "Alex Jakovleski" <ajakovleski@google.com>, "James Byrne" <jbyrne@google.com>, "Aaron Lee" <akylee@google.com>, "Erik Klein" <eklein@google.com>, hho@google.com, "Jill Huchital" <jah@google.com>, "Chao Cai" <ccai@google.com>, "Dmitriy Portnov" <dportnov@google.com>
BCC:
Sent Date: 2007-05-18 17:49:29 GMT
Subject: Re: Updated Targeting Methodology for YouTube Search:
PLEASE REVIEW

Hi chris, Manish,

Chris, you are correct. We do not need forecasting for custom keywords. Any ETA for advertiser reporting? Manish, yes, thanks for clarifying for everyone. Sorry if

On 5/18/07, Manish Gupta <manish@google.com> wrote:
>
> Looks great - just a couple of comments inline...
>
> On 5/18/07, Matthew Liu <matthewliu@google.com> wrote:
> > Hello all,
>
> > Bhavesh, to begin, I'd like to introduce myself. We haven't met yet but
> I am
> > a PM on the YT side working on Search Monetization. We have been working
> > very closely with various folks on the video ads/GAM teams to figure out
> the
> > best way to monetize search. I was told today that you lead the GAM
> > engineering efforts and wanted to keep you in the loop as well.
>
> > Today, a bunch of YT and Video Ads folks met to hammer out exactly how
> we
> > would allow targeting by both ad verticals and selected keywords through
> > GAM. We (Jill, Manish, Chao, Dmitriy, Jeff, Alex, Shiva, Aaron, and
> myself)
> > believe we have reached consensus on the desired implementation model
> and
> > want to bring this proposal to the larger group. In previous threads, we
> had
> > discussed several alternative implementations, but after much
> deliberation,
> > the following is what we agreed on. If there are any comments/questions,
> > please let us know.
>
> > Finally, I have one question for Bhavesh, Rohit, and Chris. Regarding
> > reporting, what is in place for reporting back to the advertiser? I know
> > there is UI in GAM that reports data back to ad traffickers but is there
> an
> > output (XML? email? advertiser UI?) that shows campaign results to the
> > advertiser?
>
> > Thank you all.

> >
> > Matt
> >
> > Pre-processing
> >
> > 1. YouTube will take the search query and ping the CAT2 vertical server
> to
> > return an ad vertical (e.g. 'nba' query maps to 'Sports/Basketball'
> > vertical)
>
> Just to be clear - it is not the cat2 vertical server that gets pinged
> here. It is a separate server farm which billy biggs has set up that
> run his own servers (which use the same phil clusters and vertical
> categorization as cat2 vertical server).
>
> > 2. YouTube will pass both the ad vertical and the query in the GAM tag
>
> YouTube will pass the text of the vertical and the keywords together
> in the keywords parameter which will be used for backfill.
>
> This keyword parameter may or may not be (I am not sure here) the same
> as the custom keyword parameter described below.
>
> > Targeting by Vertical
> >
> > 1. One ad slot will be created for each Google Ad Vertical - We will
> look at
> > the MOST expanded (granular) vertical so there are a 700+ new ad slots
> that
> > need to be created
> > - Examples of ad verticals are Travel/Vacation Destinations/Australia
> and
> > Travel/Vacation Destinations/Hawaii
> >
> > 2. Ad slots will be grouped into placements. Placements will be grouped
> into
> > Ad products. YT Sales will sell ad products. In many cases, Ad Products
> will
> > be sold that are a combination of ad verticals
> > - For example, YT will sell Travel to advertisers, which rolls up
> > Travel/Vacation Destinations/Australia and Travel/Vacation
> > Destinations/Hawaii, but YT will not sell each of these verticals
> > individually
> >
> > 3. Likewise, traffickers will see Ad Products in the GAM UI, and not the
> > individual Ad slots.
> > - New Ad Products can be created at the leisure of the Ad Sales/Ops
> teams by
> > selecting new ad slots for these products. Because all granular
> > verticals
> > are represented in the 700+ ad slots, engineering is not needed when the
> > actual ad products that are sold change.
> >
> > 4. Forecasting will be done on the individual Ad Slots.
> > - Even if YT is currently not selling Travel/Vacation
> > Destinations/Australia, YT will create a GAM tag that shows the entire
> > vertical.
> > - GAM will log these impressions and do forecasting for all 700+ ad
> > slots
> > (even if they are currently only being used as a rollup for a combined

181-0002

> Ad
> > Product)
> > - The rationale here is that as we see increased demand for individual 181-0003
> ad
> > slots we can sell against them and create new ad products that only
> include
> > those individual ad slots. (e.g. begin selling against Travel/Vacation
> > Destinations/Australia)
>
> > 5. Advertisers can target with custom criteria across these ad products:
> > gender, geo, time of day, sex
>
> > Targeting by Keyword
>
> > 1. In some instances, advertisers will ask to target against branded
> > keywords (e.g. Ford or Coke)
>
> > 2. Keywords will be stored in a custom attribute 'keyword'
>
> > 3. New UI will be created that allows for free-form text entering by the
> > trafficker
> > - This also removes the need for engineering to ad keywords everytime a
> new
> > advertiser signs onboard
> > - This will require some development work and requirements and priority
> will
> > be coming soon from Shiva and myself
>
> > 4. No forecasting is necessary
>
>
>
>
>
>